

E-business

- Specjalność - studia II stopnia

Kierunek: Management

Hybrydowe OD PAŹDZIERNIKA Studia magisterskie Angielski

What will you learn if you choose this specialisation?

- Utilize online marketing tools such as SEO, SEM, content marketing, and social media.
- Develop online marketing strategies.
- Monitor and analyze the effectiveness of online campaigns.
- Design, implement, and manage online stores.
- Analyze trends and innovations in e-commerce.
- Secure online transactions and customer data.
- Analyze and respond to threats related to e-business security.

Career paths for you:

- E-commerce Manager
- Internet Marketing Specialist
- Online Data Analyst
- E-business Internationalization Specialist
- Internet Law and E-commerce Regulations Specialist
- E-business Entrepreneur

